

## Message Text

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ACTION COME-00

INFO OCT-01 EA-11 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/062 W

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R 190545Z JUN 74

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 2209

INFO AMEMBASSY CANBERRA

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS MELBOURNE 0703

FOR COMMERCE: OIM/CLAUSEN AND WELCH

SYDNEY FOR TRADE CENTER AND COMMERCIAL SECTION

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: US PARTICIPATION IN FIME

REFS: (A) MELBOURNE 0363 (B) CANBERRA 2010 (C) USDOC 8869

1. SUMMARY: EMBASSY, TRADE CENTER AND CONGEN RECOMMEND AN INDUSTRY MISSION TYPE PARTICIPATION IN FIME RATHER THAN A SOLO EXHIBIT BECAUSE OF INADEQUATE TIME IN WHICH CONDUCT IN-DEPTH MARKET RESEARCH AS WELL AS THE SHORTAGE OF AVAILABLE SHIPPING FROM PACIFIC NORTHWEST TO AUSTRALIA.

2. CONSENSUS IS FIME A WORTHY VEHICLE FOR US PARTICIPATION IN AN AREA HERETOFORE UNEXPLOITED TO ITS MAXIMUM POTENTIAL BY US FIRMS. ALTHOUGH FIME DIRECTED TO END USERS AND RESTRICTED TO LOG HARVESTING, PROMOTER ASSURED TRADE CENTER OFFICERS AND LLOYD PORTER OF PORTLAND FIELD OFFICE IN SYDNEY ON JUNE 18 THAT HE WELCOMED A US INDUSTRY DELEGATION WITH A UNCLASSIFIED

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SOMEWHAT BROADER PRODUCT INTEREST AND WOULD SELL SPACE

ACCORDINGLY.

3. LIMITED TIME NOW AVAILABLE, SINCE INITIAL MARCH NOTIFICATION OF EVENT, AND PORTER'S CONCERN OVER AVAILABILITY OF ADEQUATE SHIPPING SPACE AT THIS LATE DATE, WOULD SEEM TO PRECLUDE INTENSIVE MARKET RESEARCH TO SUPPORT SOLO EXHIBIT BY US GOVERNMENT. HOWEVER, AVAILABLE FACTS INDICATE POTENTIAL EXISTS FOR NEW TO MARKET FIRMS IN LOG HARVESTING AND HAULING EQUIPMENT AND PROBABLY LUMBER PROCESSING MACHINERY AS WELL.

4. THEREFORE, STRONGLY RECOMMEND THAT COMMERCE FULLY SUPPORT EFFORT PLANNED BY PACIFIC NORTHWEST INDUSTRY, WHICH MAY TAKE EITHER IOGA OR SPECIALIZED TRADE MISSION FORM, TO BE DETERMINED BY PORTER UPON HIS RETURN TO PORTLAND. IN ESSENCE, IT WILL ENCOMPASS A TRADE MISSION WITH A BUSINESS INFORMATION OFFICE MANNED BY TECHNICAL REPRESENTATIVES FROM US FOREST PRODUCTS INDUSTRIES; SPECIAL FILMS AND OTHER VISUAL MATERIALS; CATALOGUES, ETC. ALSO A SPECIAL PROMOTIONAL CAMPAIGN WILL BE MOUNTED AT FIME TO ENCOURAGE ATTENDACE AT THE PACIFIC LOGGING CONGRESS EXHIBIT SCHEDULED FOR THE FALL OF 1975 IN PORTLAND. PORTER WILL ADVISE COMMERCE EXTEND AND TYPE COMMERCE SUPPORT NEEDED TO INSURE EFFECTIVE IMPLEMENTATION OF THE PROGRAM ONCE IT IS DELINEATED.

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